

ORDER

**KSNV**

Orders
Order / Rev: 107576
Alt Order #: 06861882
Product Desc: D.TARKANIAN FOR CONG
Estimate:
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Sandler-Innocenzi, Inc.
Buying Contact:
Billing Contact:
 705 Prince St.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tarkanian for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	43	\$29,975.00	\$25,478.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$29,975.00	\$25,478.75	0.00
Totals	43	\$29,975.00	\$25,478.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	28%	\$29,975.00
Market	100%	\$107,053.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$32,116.07
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$25,692.86
KTUD	0%	\$0.00
KVVU	18%	\$19,269.64
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/WagM	5-6a		- TWTF - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -			1			\$450.00		0.00			

Order / Rev: 107576
 Alt Order #: 06861882
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Tarkanian for Congress
 Product Desc: D.TARKANIAN FOR CONG
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	- TWTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$450.00		0.00						
E 2	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$450.00		0.00						
E 3	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$700.00		0.00						
E 4	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$700.00		0.00						
E 5	KSNV	10/09/12	10/12/12	Today Show Today Show	CM	658a-9am	- TWTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$900.00		0.00						
E 6	KSNV	10/15/12	10/15/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$900.00		0.00						
E 7	KSNV	10/09/12	10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$325.00		0.00						
E 8	KSNV	10/15/12	10/15/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$325.00		0.00						
E 9	KSNV	10/09/12	10/12/12	Noon News Noon News	CM	12-1230pm	- TWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$425.00		0.00						
E 10	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$425.00		0.00						
E 11	KSNV	10/09/12	10/12/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	- TWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	2		\$325.00		0.00						
E 12	KSNV	10/15/12	10/15/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$325.00		0.00						
E 13	KSNV	10/09/12	10/12/12		CM	3-4p	- TWTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00

Order / Rev: 107576
 Alt Order #: 06861882
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Tarkanian for Congress
 Product Desc: D.TARKANIAN FOR CONG
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$450.00		0.00						
E 14	KSNV	10/15/12	10/15/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$450.00		0.00						
E 15	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	- TWTF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$725.00		0.00						
E 16	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$725.00		0.00						
E 17	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	- TWTF--	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	2		\$725.00		0.00						
E 18	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$725.00		0.00						
E 19	KSNV	10/09/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	- TWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	2		\$1,200.00		0.00						
E 20	KSNV	10/15/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,200.00		0.00						
E 21	KSNV	10/09/12	10/12/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	- TW- F--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
				RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TW- F--	4		\$900.00		0.00						
E 22	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$900.00		0.00						
E 23	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	1		\$1,200.00		0.00						
E 24	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,200.00		0.00						
E 25	KSNV	10/09/12	10/12/12		CM	1135p-1237a	- TWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00

Order / Rev: 107576
 Alt Order #: 06861882
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Tarkanian for Congress
 Product Desc: D.TARKANIAN FOR CONG
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- TWTF - -	1		\$500.00		0.00						
E 26	KSNV	10/15/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	M- - - - -	1		\$500.00		0.00						
E 27	KSNV	10/13/12	10/14/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	- - - - - SS	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - SS	1		\$675.00		0.00						
E 28	KSNV	10/13/12	10/13/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	- - - - - S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-	1		\$225.00		0.00						
E 29	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	- - - - - SS	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - SS	1		\$1,100.00		0.00						
E 30	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	- - - - - S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-	1		\$350.00		0.00						
E 31	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	- - - - - S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-	1		\$625.00		0.00						
E 32	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	- - - - - S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - S	1		\$500.00		0.00						
E 33	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	- - - - - S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - S	1		\$350.00		0.00						
E 34	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today	CM	7a-8am	- - - - - S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- - - - - S	1		\$750.00		0.00						
E 35	KSNV	10/09/12	10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	- TW- F- -	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	- TW- F- -	1		\$1,300.00		0.00						
E 36	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M- - - - -	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	M- - - - -	1		\$1,300.00		0.00						
E 37	KSNV	10/14/12	10/14/12		CM	Sun 1135p-1200a	- - - - - S	:30	1	\$200.00	2	0.00	NM	1	\$200.00

Order / Rev: 107576
Alt Order #: 06861882
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Tarkanian for Congress
Product Desc: D.TARKANIAN FOR CONG
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$200.00		0.00			
													Totals	43	\$29,975.00